



1300 I Street, NW ■ Washington, DC 20005-3315 ■ 202.408.4000 ■ Fax 202.408.4400  
www.finnegan.com

SUSANNE T. JONES  
202.408.4445  
susanne.jones@finnegan.com

August 5, 2003

ATTORNEY DOCKET NO.: 05725.1178-00000  
CUSTOMER NO. 22,852



**Mail Stop Patent Application**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Re: New U.S. Patent Application

Title: METHODS OF MARKETING A MASS CONSUMER PRODUCT

Inventors: **Celine BRUCKER** - 50A East 4<sup>th</sup> Street  
New York, NY 10003  
**Joseph CAMPINELL** - 26 Grimes Road  
Old Greenwich, CT 06870  
**Carol HAMILTON** - 250 East 54<sup>th</sup> Street, Apt. #P2  
New York, NY 10022  
**Lucy MARTINEZ** - 249 West 29<sup>th</sup> Street, Apt. 2E  
New York, NY 10001

Sir:

We enclose the following papers for filing in the United States Patent and Trademark Office in connection with the above patent application.

1. Application - 30 pages, including title page and abstract, and including 3 independent claims and 43 claims total.
2. Drawings - 6 sheets of formal drawings containing Fig. 1, Fig. 2, Fig. 3A, Fig. 3B, Fig. 3C, and Fig. 4.
3. Information Data Sheet (2 pgs.).
4. Submission of Assignment of Application/Recordation Cover Sheet/executed Assignment document (2 pgs.)/check for \$40.00.

08/05/03  
16179 U.S. PTO

Commissioner for Patents  
August 5, 2003  
Page 2

FINNEGAN  
HENDERSON  
FARABOW  
GARRETT &  
DUNNER LLP

5. The filing fee is calculated as follows:

<b>Basic Application Filing Fee</b>						<b>\$ 750.00</b>
	Number of Claims		Basic	Extra Claims	Rate	
Total Claims	43	-	20	23	X \$ 18	\$ 414.00
Independent Claims	3	-	3	0	X \$ 84	\$ 0.00
<input type="checkbox"/> Presentation of Multiple Dependent Claim(s)					+ \$ 280	= 0.00
					<b>Subtotal</b>	<b>\$ 1,164.00</b>
					Reduction by ½ if Small Entity	- 0.00
					<b>TOTAL APPLICATION FILING FEE</b>	<b>\$ 1,164.00</b>

6. A check for \$ 1,164.00 is enclosed. The fee includes:

\$ 750.00 filing fee; and  
\$ 414.00 additional claims fee.

Applicants claim the right to priority under 35 U.S.C. § 119(e) based on U.S. Provisional Application No. 60/433,789, filed December 17, 2002, in the United States.

**Please address all correspondence with respect to this application to:**

FINNEGAN, HENDERSON, FARABOW  
GARRETT & DUNNER, L.L.P.  
1300 I Street, N.W.  
Washington, D.C. 20005-3315

This application is being filed under the provisions of 37 C.F.R. § 1.53(b) and (f). Applicants await notification from the Patent and Trademark Office of the time set for filing the executed Declaration.

**Please accord this application an application number and a filing date.**

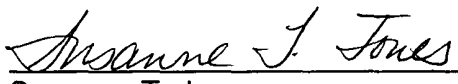
Commissioner for Patents  
August 5, 2003  
Page 3

FINNEGAN  
HENDERSON  
FARABOW  
GARRETT &  
DUNNER LLP

The Commissioner is hereby authorized to charge any additional filing fees due and any other fees due under 37 C.F.R. § 1.16 or § 1.17 during the pendency of this application to our Deposit Account No. 06-0916.

Respectfully submitted,

FINNEGAN, HENDERSON, FARABOW,  
GARRETT & DUNNER, L.L.P.

By:   
Susanne T. Jones  
Reg. No. 44,472

STJ/pag

Enclosures

**UNITED STATES PATENT APPLICATION**  
**OF**  
**CELINE BRUCKER, JOSEPH CAMPINELL, CAROL HAMILTON, AND LUCY MARTINEZ**  
**FOR**  
**METHODS OF MARKETING A MASS CONSUMER PRODUCT**